## ABSTRACT

An image heating apparatus is provided that enables the entire width of a heat-producing medium to be heated uniformly and an excessive rise in temperature to be prevented, without making the configuration complex. In a fixing unit 19 in which this apparatus is applied, a fixing belt 112 is an annular member that has an inner peripheral surface and an outer peripheral surface, and 10 produces heat through the action of magnetic flux. An exciting coil 120 is located in proximity to the outer peripheral surface of fixing belt 112, and generates magnetic flux that acts upon fixing belt 112. A suppression member 650 is located in proximity to inner peripheral surface of fixing belt 112, and reduces, of 15 the magnetic flux generated by exciting coil 120, magnetic flux that acts upon a paper non-passage area of fixing belt 112.